

ABSTRAK

Faktor-Faktor Yang Mempengaruhi Implementasi Promosi Kesehatan Rumah Sakit Di Rumah Sakit Daerah Idaman Banjarbaru (Oleh Muhammad Rizky Firzatullah; Pembimbing Hj. Liana Fitriani Hasymi dan M. Hadarani;2024;126 Halaman)

Promosi kesehatan rumah sakit merupakan upaya untuk menjamin terselenggaranya pelayanan kesehatan secara menyeluruh, karena itu pentingnya pelaksanaan promosi kesehatan di Rumah Sakit yang optimal, efektif, efisien, dan berkelanjutan. Tujuan penelitian yaitu untuk menganalisis faktor-faktor yang mempengaruhi implementasi promosi kesehatan rumah sakit di Rumah Sakit Daerah Idaman Banjarbaru. Jenis penelitian ini adalah penelitian kuantitatif dengan pendekatan penelitian *cross sectional*. Implementasi promosi kesehatan telah terimplementasi, regulasi promosi kesehatan sudah berjalan secara efektif, asesmen promosi kesehatan sudah terlaksana, intervensi promosi kesehatan sudah terlaksana, monitoring dan evaluasi promosi kesehatan sudah terlaksana. Hasil uji *Chi-Square* diperoleh bahwa ada pengaruh antara regulasi terhadap implementasi PKRS pada Rumah Sakit Daerah Idaman Banjarbaru ($p\text{-value} = 0,003$; $p < 0,05$). Hasil uji *Chi-Square* diperoleh bahwa ada pengaruh antara asesmen terhadap implementasi PKRS pada Rumah Sakit Daerah Idaman Banjarbaru ($p\text{-value} = 0,004$; $p < 0,05$). Hasil uji *Chi-Square* diperoleh bahwa ada pengaruh antara intervensi terhadap implementasi PKRS pada Rumah Sakit Daerah Idaman Banjarbaru ($p\text{-value} = 0,008$; $p < 0,05$). Hasil uji *Chi-Square* diperoleh bahwa ada pengaruh antara monitoring dan evaluasi terhadap implementasi PKRS pada Rumah Sakit Daerah Idaman Banjarbaru ($p\text{-value} = 0,001$; $p < 0,05$).

Kata Kunci: Implementasi, Regulasi, Asesmen, Intervensi, Monitoring dan Evaluasi PKRS

ABSTRACT

Factors Affecting the Implementation of Hospital Health Promotion at Idaman Banjarbaru Regional Hospital (By Muhammad Rizky Firzatullah; Advisors Hj.Liana Fitriani Hasymi and M. Hadarani; 2024; 126 Pages)

Hospital health promotion is an effort to ensure the implementation of comprehensive health services, therefore the importance of implementing health promotion in hospitals that are optimal, effective, efficient, and sustainable. The purpose of the study was to analyze the factors that influence the implementation of hospital health promotion at Idaman Banjarbaru Regional Hospital. This type of research is quantitative research with a cross sectional research approach. Implementation of health promotion has been implemented, health promotion regulation has been running effectively, health promotion assessment has been carried out, health promotion intervention has been carried out, monitoring and evaluation of health promotion has been carried out. The results of the Chi-Square test found that there was an influence between regulation on the implementation of PKRS at Idaman Banjarbaru Regional Hospital (p -value = 0.003; $p < 0.05$). The results of the Chi-Square test showed that there was an influence between assessment on the implementation of CSE at the Banjarbaru Idaman Regional Hospital (p -value = 0.004; $p < 0.05$). The results of the Chi-Square test showed that there was an influence between intervention on the implementation of CSE at the Banjarbaru Idaman Regional Hospital (p -value = 0.008; $p < 0.05$). The results of the Chi-Square test showed that there was an effect of monitoring and evaluation on the implementation of CSE at Idaman Banjarbaru Regional Hospital (p -value = 0.001; $p < 0.05$).

Keywords: *PKRS Implementation, Regulation, Assessment, Intervention, Monitoring and Evaluation*